

## How Are the Average Joe Jr. and Jane Doing?

### *Comparisons of Average to Ideal Children and Teens Fruit and Vegetable Consumption and Physical Activity*

How do your kids measure up? Check out the “ideal” and “average” stats below and see how close your kids come to meeting the recommendations for fruits, vegetables, and physical activity.

BOYS						
	Avg. 9-12 boy	Ideal 9- 12 boy	Change Needed	Avg. 13-18 teen boy	Ideal 13-18 teen boy	Change Needed
Fruit and vegetable servings eaten per day <sup>1</sup>	3.3	7	+ 3.7	3.5	9	+5.5 servings
Days per week getting at least 20 minutes of moderate or vigorous physical activity <sup>1</sup>	3.7	5 to 7	+ 1.3 to + 3.3	3.4	5 to 7	+2 to 4 more days per week

GIRLS						
	Avg. 9-12 girl	Ideal 9- 12 girl	Change Needed	Avg. 13-18 teen girl	Ideal 13-18 teen girl	Change Needed
Fruit and vegetable servings eaten per day <sup>1</sup>	3.7	7	+3.3	3.1	7	+4 servings
Days per week getting at least 20 minutes of moderate or vigorous physical activity <sup>1</sup>	3.5	5 to 7	+1.5 to +3.5	2.8	5 to 7	+2 to 4 more days per week

**Actions speak louder than words:**

- Sixty-four percent of 9-18 year olds are interested in eating a healthy diet, but on average they eat only 3.4 servings of fruits and vegetables a day. For active teens, that's less than half the amount recommended for good health. <sup>1</sup>
- Most kids (nearly 81% of kids ages 9-18) say they enjoy playing sports or other physical activities, but they only get about three days of physical activity a week on average and participate in only one sports team a year. <sup>1</sup>

**Eat well, play well...The two go hand-in-hand:**

- Kids ages 9-12 who eat 7 or more servings of fruits and vegetables a day are more likely to enjoy physical activities such as jogging, running, walking and playing volleyball than kids who eat fewer servings. <sup>1</sup>
- Teens ages 13-18 who eat at least 7 servings of fruits and vegetables a day are more likely to enjoy physical activities such as jogging, running, swimming, and playing basketball than teens who eat fewer servings. <sup>1</sup>

**The sex difference:**

- Girls are more likely than boys to be interested in eating healthy. (Almost 70% girls ages 9-12 compared to less than 60% of boys ages 9-12. Over 70% of girls ages 13-18 compared to 59% of boys ages 13-18.) <sup>1</sup>
- Research indicates that girls are more likely than boys to be concerned with their appearance, which may lead them to make healthier food choices. Nearly 20% of girls ages 9-12 and nearly 23% of girls ages 13-18 daydream about “being good looking.” Boys are more likely to daydream about being heroes (nearly 37% ages 9-12 and nearly 24% ages 13-18.) <sup>1</sup>

<sup>1</sup> Porter Novelli (2003). [Styles Database].